



ABSTRACT

In an Internet-based client/server application, a system is provided which detects demographics of a client including CPU power, hard disk space, applications installed, network connectivity and log-in history so as to provide this infrastructure related information detailing client usage of the Internet to the service provider. In one embodiment, each user is provided with software having a unique serial number. Having the serial number, infrastructure data is checked at the client side and reported to the server periodically, with the server updating a database with the infrastructure data from each PC. In one embodiment, the database is filtered by factors such as location of the client and an indication of which providers delivered software to a client. After filtering, the service provider can obtain various demographics such as the demography of hard disk space, CPU power and viewers. In one embodiment, the demographics are used at the server to automatically select the contents to be transmitted to the particular client. Thus the provider can send the most appropriate contents to the most appropriate client based on demographic information of the client's infrastructure.

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